



FREELANCE FORUM

PO Box 250024 Atlanta, GA 30325 www.freelanceforum.org

Annual Membership Dues:

- Individual - \$85
Couples/Partners - \$150
Student - \$60

2008 EXECUTIVE BOARD

PRESIDENT

Jerry Silvestrini
678-380-1012
kingcool@bellsouth.net

VICE PRESIDENT

David Knope
404-435-8475
knope@mindspring.com

SECRETARY

Jan Stittleburg
770-931-8170
jan@jsphotofx.com

TREASURER

David Batley
404-314-6359
dbphotodesign@comcast.net

MEMBERS-AT-LARGE

Kellie Frissell
770-474-1953
Kellie@kfdp.com
Nancy Spraker
770-514-8788
nspraker@bellsouth.net

PAST PRESIDENT

Bobby Hickman
770-529-9189
bhickman@bellsouth.net

MAKE A CONTRIBUTION

We encourage all FF members to contribute to the Folio. Send in your announcements, news items, articles or artwork. The deadline for all submissions is the Tuesday after the meeting (all materials will be reviewed for publication). The next deadline is May 6. Please send to BOTH honeyrubin@tobeablessing.com AND soozy@soozy.com.

THURSDAY, MAY 1ST MEETING

Jackie Goldstein, Creative Alchemist: "What Losing 75 Pounds Taught Me About Growing a Business"

Jackie Goldstein shares some of her discoveries and lessons learned on the way to losing 100 pounds. She will help you recognize your business's mission-critical issues and see a new way to engage in your business's curriculum by:

- Understanding what you're playing for
• Seeing the big picture and being "in it" for the long haul
• Branding - defining who you are and what you stand for
• Assessing with honesty
• Moving beyond survival
• Empowering a village by fostering your team
• Developing a strategy, including changing your thoughts and actions
• Designing tactics - choosing actions and behaviors for long- and short-term results
• Setting measurable, realistic goals beyond the immediate
• Delegating and communicating
• Proceeding with a positive spirit - having fun!

Join us for this fun and informative event!

WHEN: May 1, 6:15-8:30 pm

WHERE: The Creative Circus

ADDRESS: 812 Lambert Drive (near the I-85 Monroe Drive exit)

ADMISSION: FREE for Members/Guests \$15 (check or cash only, please)

SEE LAST PAGE FOR DETAILED MAP AND DIRECTIONS TO CREATIVE CIRCUS



April Meeting Recap

Using Internet Marketing Tools

BY MONA L. REEVES



Jan Stittleburg

Emile Paradis talks about LinkedIn.

As a managing partner with RPM (Relationship Performance Management) Advisors and a franchise owner of Referral Institute, Emile Paradis specializes in helping people identify and connect with their target markets. Emile, who is adept at using a wide variety of Internet marketing tools, focused his presentation on LinkedIn.Com.

Things to know:

- 1) Marketing is about managing relationships and LinkedIn.com uses web tools to help people connect and reinforce existing relationships. 2) When you find a LinkedIn contact you'd like to know more about, arrange to meet in person, if possible. 3) Use etiquette and don't abuse Internet tools. 4) LinkedIn is about relationships, not solicitation.

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COMMITTEE CONTACTS

MARKETING

Irene Hatchett
404-260-4514

Irene@impactcopywriting.com

MEMBERSHIP

Claudia Arkush
678-366-1857

CAgraphicdesign@comcast.net

NEWSLETTER

Soozy G. Miller
770-693-7059

soozy@soozy.com

Honey Judith Rubin

770-951-0304

honeyrubin@tobeablessing.com

PROGRAMS

Brenda Sanders
770-939-6822

sandesigns@comcast.net

REFRESHMENTS

Margie Deeb
770-645-8557

margie@imaginationsite.com

SOURCEBOOK

Laura Heck
770-814-8984

Laura@heckdesigngroup.com

SPONSORSHIP

Bill Burns
404-210-6070

burnsll@aol.com

WEB

Steve Knapp
770-434-2352

steve@knappcommunications.com

PUT THE SOURCEBOOK TO WORK FOR YOU!

The 2008–2009 edition of the Freelance Forum Sourcebook makes an excellent leave-behind for clients and prospects—just highlight your listing (or ad). If you need an extra copy or two (dozen), contact **Jan Stittleburg** at 770-931-8170 or photofx@bellsouth.net.

April Recap continued from page 1

The LinkedIn Profile Summary is a key to success; the profile is like an online resume. Network updates tell you who has accepted your invitation to connect and how many people have visited your profile.

LinkedIn give users the ability to post and answer questions in any number of categories. This helps you move up in the search results and can establish you as an expert in your field. Recommendations from past or current clients also increase your credibility and visibility.

Once you establish a good base of connections, these connections can introduce you to others. Emile limits his network to 150 people based on research from Malcolm Gladwell's book, "The Tipping Point." As another way of

managing his network, if Emile cannot write a recommendation for someone, he deletes that contact.

Action Plan for Getting Started

- Go to LinkedIn.com and create a profile
- Read the FAQs and "9 Ways to Get LinkedIn"
- Check out the LinkedIn blog
- Start with the free membership or jump right in to the next (paid) level

Emile encourages using these other sites:

- Biznik.com helps connect independent business people
- Facebook.com helps build you as a thought leader and establish your presence
- Eyejot.com is useful and easy for sending and receiving one-minute video emails
- Jot.com converts your voice into emails, text messages and more
- Skype.com offers a free service for making video phone calls online

Emile and his partners offer more in-depth presentations on mastering online marketing tools through Webinars, see www.referralinstitute.com.

FREELANCE FORUM BOARD MEETING MINUTES, MARCH 13, 2008

Present: **Jerry Silvestrini, David Knope, Kellie Frissell, Nancy Spraker, David Batley and Jan Stittleburg**

January minutes: Approved, motion by David K., seconded by Nancy.

Treasurer report: Approved with changes, motion by Jan, seconded by David K.

2008 program planning: In May, Jackie Goldstein will discuss creative strategies.

T-shirt and other promotions: The tie-dye T-shirts went over well at the last meeting. There was a discussion on other promotional items we could use, and two questions remain: How many do we give out free and what will the selling price range be? They are good gifts for the speakers.

Website status: **Steve Knapp** sent out an RFP; he should have some information for the board soon.

Bylaws: The board discussed some changes briefly, and will bring the topic up again in the future. All board members are requested to read and highlight areas of the bylaws that need updating.

Folio items/open discussion: The membership committee is organizing forays to different venues to bring new and old members together for an afternoon or evening of fun.

Linda McCulloch, John Slempp and **Jerry Silvestrini** spoke at Kennesaw State about business as freelancers and about the Freelance Forum. **David Batley** and Steve Knapp did the same at Southern Polytech.

Next board meeting: Wednesday, May 14.

WELCOME, NEW MEMBER!

Ann Ladenberger, writer

Forum Forays

The April Foray met at Chattahoochee River Park–Powers Island on April 27. If you are interested in joining the group for future Freelance Forum Forays, email **Jame Riley** at rileyworks@mindspring.com.



Ed Wolkis

Members enjoy the (slightly damp) March foray to the Atlanta Botanical Gardens.

FOLIO VOLUNTEERS

CO-EDITORS

Honey Judith Rubin
Soozy G. Miller

DESIGN

Janie Morgan

PHOTOGRAPHY

Jan Stittleburg
Ed Wolkis

CONTRIBUTING WRITERS

Margie Deeb
Susan Drake
Soozy G. Miller
Mona L. Reeves
Jame A. Riley
Honey Judith Rubin
Jerry Silvestrini

DIGITAL DISTRIBUTION

Steven Knapp
Julie Longino
Jack Massa

FREELANCE FORUM LOGO

DESIGN

Charissa Schultz

SPONSORS

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www.freelanceforum.org

PRESIDENT'S CORNER



Jan Stittleburg

On March 26, **Linda McCulloch, John Slemp** and I were invited to Kennesaw State University to speak about freelancing in the creative field. We carpoled because we're cheap and all live relatively close to each other. This was a very informative trip for me, because we had about an hour in traffic to talk shop. We caught a quick bite and talked about going easy on the students about life in the real world and freelancing in general. We talked about how things have changed in the industry since we went to college a hundred years ago. And then we showed up and hit them in the face with the hard, cruel truth about life after college.

The students were young and bright-eyed, intent to hear what we had to say. We were given twenty (or so) questions that they wanted to ask us. "How important is a résumé?" "Are leave-behinds important?" "How has illustration changed in the last decade?" Things like that.

We started by giving brief bios of ourselves and I felt like a dinosaur because I have

been a freelancer almost as long as some of these students have been alive. And then the fun started. Almost immediately, John went into a glorious rant on how much of a struggle freelancing is and how the students would have to figure out the exact value of each project for a whole year to see if they could earn enough to survive. I don't know if he scared the pants off these kids, but he scared the pants off me. So much for going easy on them.

What John was saying is true, although I have never tried to figure out my value in that way. Then Linda added to the terror by talking about the importance of the business end of freelancing, the things you don't learn in school: keeping records of everything and learning to budget, only to give your life savings to the IRS so the government can buy a sack of \$400 hammers. (Actually, she didn't talk about taxes or the hammers, but I just had my taxes done so I had to throw that frustration in.)

We also discussed looking and acting like a professional during interviews, keeping the body piercings and tattoos out of the picture – and using the Queen's English. All the stuff our parents tried to make us do.

Anyway, we definitely got their attention. I just kept making jokes about everything, because that's what I do, and I tried to keep the focus on answering the questions. They're young, and some of them are very talented. They will find ways to make it in this industry. Just like we did.

See you at the next meeting.

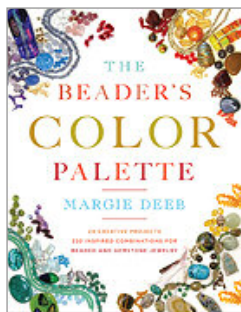
Your president, Jerry Silvestrini



MEMBER NEWS

The Unitarian Universalist Church in Lawrenceville features member **Honey Judith Rubin** teaching a six-week series called "The Law of Attraction in Action ~ How to Put the Foundations Under Your Dreams" (the LOA and other mystical and spiritual wisdom teachings), Wednesday nights, May 14–June 18, 7–9 pm. For more info contact her at honeyrubin@mindspring.com, 770-951-0304 or see www.uucg.org. Honey's Sunday morning class at Unity North Atlanta in East Cobb (www.unitynorth.org) continues through May and until June 8.

Margie Deeb (Freelance Forum member and current food czar) teaches color classes and seminars across the country. Her second book, *The Bearer's Color Palette*, discusses the color challenges presented by working with glass and gemstone beads. It will hit the bookstores in June.



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DIRECTIONS TO CREATIVE CIRCUS

FROM DOWNTOWN HEADING NORTH ON PIEDMONT: North of Ansley Mall, turn right onto Cheshire Bridge Rd. Go approximately 2/10 of a mile to Manchester St (at Roxx Tavern) on your left. Turn left and follow Manchester until it ends at Lambert and turn right. Creative Circus is the purple building at the end of Lambert on the left.

FROM BUCKHEAD HEADING SOUTH ON PIEDMONT: Continue south past Lindbergh and go under I-85 overpass. Turn left at the first light past I-85 onto Lambert. Creative Circus is the purple building at the end of Lambert on the left.

FROM CHESHIRE BRIDGE/LAVISTA ROADS: On Cheshire Bridge from Lavista, go approximately 1 mile south toward Piedmont Rd. Turn right onto Manchester St (at Roxx Tavern, just past NAPA Auto Parts). Follow Manchester till it ends at Lambert and turn right. Creative Circus is the purple building at the end of Lambert on the left.

FROM I-85 NORTHBOUND: Take exit 86 (Monroe/Piedmont/Buford Hwy). Coming off the I-85 exit ramp take the first exit (Monroe/Piedmont). Go left at the light, then take an almost immediate left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the right of the yellow highway barrels). Creative Circus is the purple building at the end of Lambert on the left.

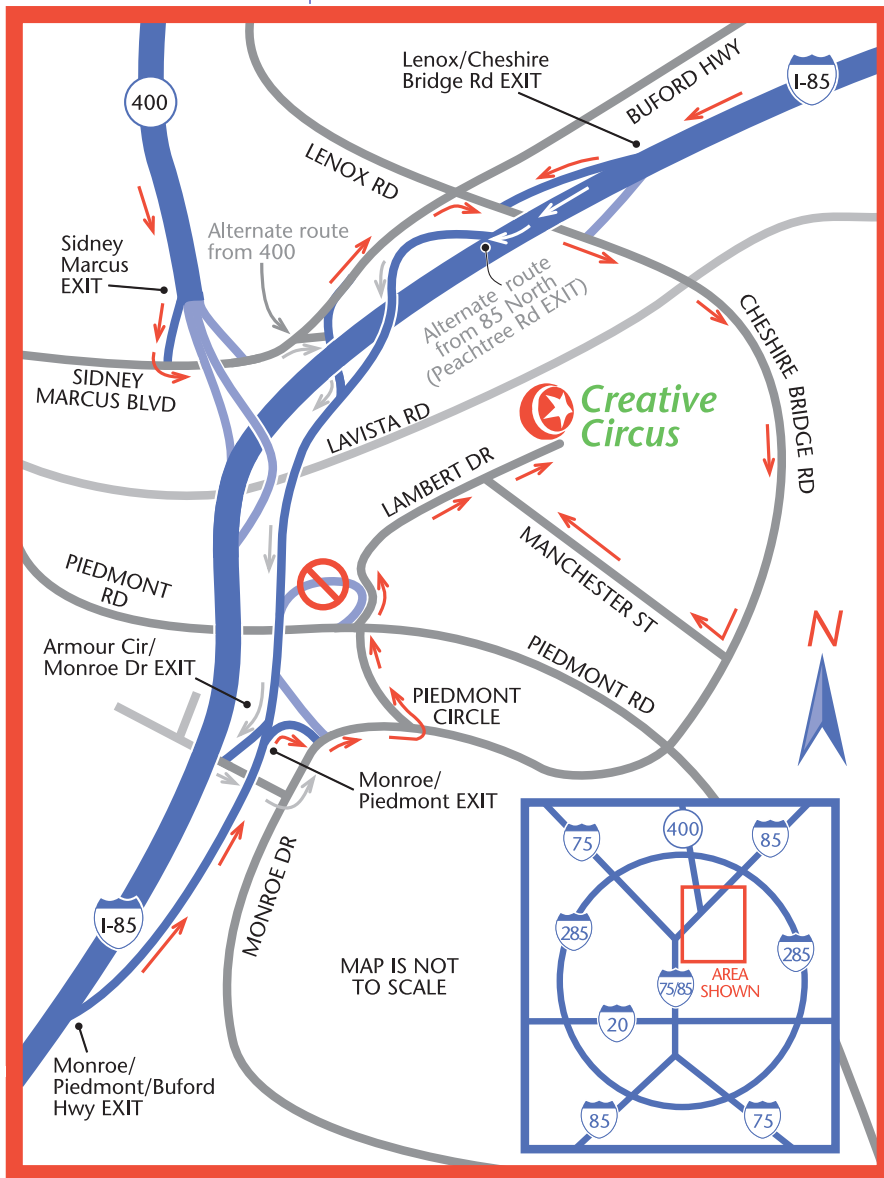
FROM I-85 SOUTHBOUND: Take the Lenox/Cheshire Bridge exit (Exit 86); turn left at the end of the ramp onto Cheshire Bridge. Continue 1.3 miles to Manchester St and turn right (at Roxx Tavern and just past NAPA Auto Parts). Follow Manchester till it ends at Lambert and turn right. Creative Circus is the purple building at the end of Lambert on the left.

OR: Take the Peachtree Rd exit (Exit 88) onto the access road. Take the first exit (Armour/ Monroe). At the end of the ramp go left to the next light and turn left onto Monroe. Turn left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the right of the yellow highway barrels). Creative Circus is the purple building at the end of Lambert on the left.

FROM GA 400 SOUTHBOUND: Take the Sidney Marcus exit. At the end of the ramp go left onto Sidney Marcus. Turn left onto Buford Highway. Turn right at the next light onto Cheshire Bridge. Continue 1.4 miles to Manchester St and turn right (at Roxx Tavern and just past NAPA Auto Parts). Follow Manchester till it ends at Lambert and turn right. Creative Circus is the purple building at the end of Lambert on the left.

FROM I-75 SOUTHBOUND: Take the I-85 North ramp. Stay in the right-hand lane once on I-85. Go approximately 1 mile to the Monroe/ Piedmont/ Buford Hwy exit (Exit 86). Coming off the I-85 exit ramp take the first exit (Monroe/ Piedmont). Go left at the light, then take an almost immediate left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the right of the yellow highway barrels). Creative Circus is the purple building at the end of Lambert on the left.

REMINDER:
For security reasons, Creative Circus has asked that we enter and leave the school through the Main Entrance only.
Thanks for respecting the wishes of our generous host!



Jamie Morgan